



THE MISSION

Arrowmont School of Arts and Crafts enriches lives by developing aesthetic appreciation and fostering self-expression with hands-on experiences in a variety of media, workshops, conferences, and seminars.

On the leading edge of arts education, Arrowmont uses contemporary and fine arts techniques and methodologies to build upon a foundation of traditional arts and crafts.

WE HAVE MOVED MOUNTAINS TO GET WHERE WE ARE

IT IS TIME TO MOVE MORE

1912

Pi Beta Phi Settlement School was established. The school provided education to a remote community where limited formal schooling available, and was also the site of the first medical clinic in the area.

1920

A school nurse arrived at the Settlement School and in 1922 they built the Jennie Nicol Memorial Health Center that provided health care to the region for 43 years.

1926

Arrowcraft Shop was opened to market the crafts of the Appalachian people. It was through the rich history of crafts in the region that the idea of craft classes at Arrowmont gained popularity and begin to flourish.

1945

Sevier County created the public school system and took over K-12 education. The first summer craft workshops were taught to about 50 students, under guidance of faculty from the University of Tennessee.

Before there was a Gatlinburg or a national park, there was Pi Beta Phi Settlement School. Founded in 1912 by the Pi Beta Phi Fraternity for Women, the Settlement School was established to educate the children of this then remote region of East Tennessee. The School did not focus narrowly on “book learning” but sought to meet a range of community needs. In 1920, the School established a health center that met the health care needs of the community for 43 years. One of the School’s most enduring and fruitful endeavors focused on Appalachian crafts creation and marketing—thus setting the stage for the successful arts and crafts community that is the foundation of the present-day Gatlinburg economy, and for the Settlement School to evolve into the institution we know today as Arrowmont School of Arts and Crafts.

1967


With the growing success of the summer craft classes, the school’s name was changed to Arrowmont School of Arts and Crafts and a new studio complex was designed and building completed in 1972.

2014

Arrowmont became an independent 501(c)(3) nonprofit organization when the Board of Governors purchased it from the Pi Beta Phi Fraternity for Women.

2016

Arrowmont lost three buildings in the Gatlinburg November wildfires. Implementation of a campus master plan, a new entrance off Baskins Creek Bypass, and construction of a new dormitory with 42 rooms and private baths is underway.



Born of the mountains and its people, Arrowmont adopted the work ethic and practical enterprise of its early Appalachian neighbors while evolving into its current position as one of our nation's most influential schools of arts and crafts. In so doing, Arrowmont, with the help of its community, tapped into regional strengths and made much of limited resources. Arrowmont's impact on American culture is rooted in essential Appalachian qualities—self-reliance, tenacity, quality workmanship and innovation. Arrowmont's influence over the past 20 years has moved far beyond our mountains in an ever widening circle.





THERE IS VALUE IN CRAFT —

GETTING THE LOOM OUT OF THE BARN

Arrowmont spans the world of art *and* commerce—beauty *and* function—artists *and* merchants. It is difficult to quantify the impact of art on economy, but it is an essential part of our story. The early teachers at the Settlement School recognized the inherent value of the practical home goods that were made, used and shared within Appalachia. A coverlet given to a teacher led to the discovery of a loom in a barn. That loom, when moved into a classroom, was the beginning of an industry that put food on the table and sent children to college. Likewise, a basket that was once created to gather eggs or apples, might today be a metaphorical basket that carries ideas and dreams.

Today, the economic impact of Arrowmont goes well beyond the Appalachian region. We bring thousands of students and instructors to East Tennessee. These students, from all over the country, apply their marketable skills in their own home towns. Arrowmont elevates and promotes the value of local craft and the Appalachian “brand” but it is on the forefront of a global craft movement—teaching the next generation of makers to push beyond regional or traditional boundaries. Arrowmont students elevate and push their skills which keeps the economic relevance of craft alive. This is only one side of the value of Arrowmont. The other side—transforming individual lives in profound ways—is the next essential part of our story.

“ARROWMONT IS THE OLDEST ARTS ORGANIZATION IN OUR REGION AND ONE OF THE MOST VALUABLE. ARROWMONT WAS INSTRUMENTAL IN HELPING BUILD AND SUPPORT THE ARTS AND CRAFTS COMMUNITY IN OUR REGION”

CINDY CAMERON OGLE, GATLINBURG CITY MANAGER



ANNUAL ECONOMIC IMPACT OF ALL ARTS IN SEVIER COUNTY

from the Americans for the Arts — Arts and Prosperity V Study

SEVIER COUNTY POPULATION 2017	95,110
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NONPROFIT ARTS ORGANIZATION SPENDING IN COUNTY	\$3,645,416
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ARTS + CULTURE AUDIENCES SPEND IN COUNTY	\$45,123,668
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ARTS + CULTURE INDUSTRY TOTAL SPENDING IN COUNTY	\$45,769,084
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FTE CREATED	1,047
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HOUSEHOLD INCOME GENERATED	\$19,109,000
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COUNTY ARTS SPENDING THAT GOES TO LOCAL GOVERNMENT	\$2,364,000
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COUNTY ARTS SPENDING THAT GOES TO STATE GOVERNMENT	\$2,360,000
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ARROWMONT'S ECONOMIC IMPACT IN SEVIER COUNTY

TOTAL ANNUAL EXPENDITURES	\$3,575,378
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FULL TIME JOBS CREATED	130.2
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HOUSEHOLD INCOME GENERATED	\$2,953,745
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LOCAL GOVERNMENT REVENUES	\$128,748
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STATE GOVERNMENT REVENUES	\$150,490
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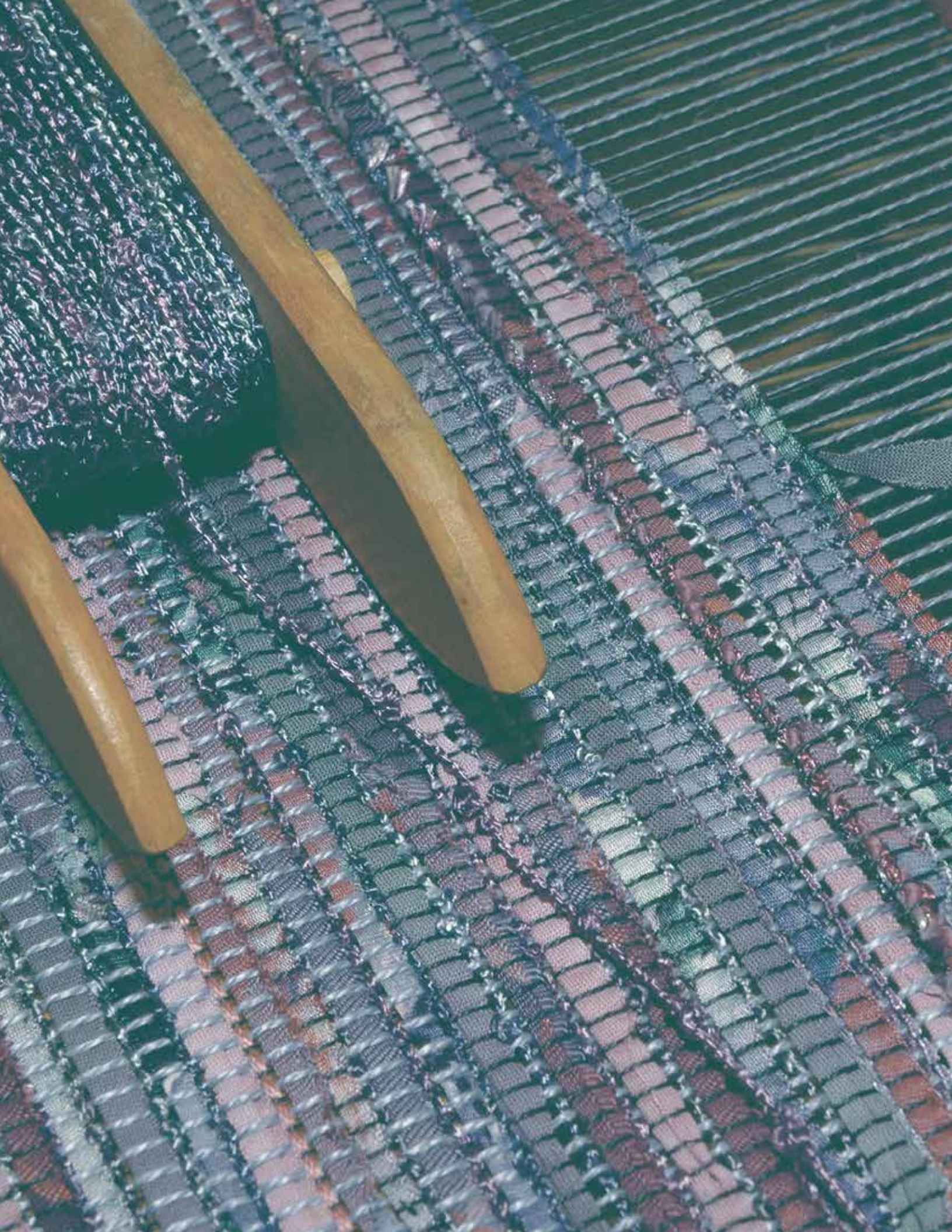
FRANCES FOX CRAFT'S PAST AND FUTURE

Frances Fox was born into two East Tennessee pioneering families. Her father's family arrived in the late 1700's and her mother's in the early 1800's. Her mother and siblings attended the Pi Beta Phi Settlement School as did Frances, when she turned 8. Frances credits the Settlement School with sparking her creativity. She was drawn to craft classes at the school and later, when she worked on campus at the Staff House, she found herself at home among the crafting community. Frances remembers, "For me, it was just regular life. But there was something different going on at the school that wasn't happening in the rest of town and I really took to it."

Frances eventually married, moved away from Gatlinburg, and raised her children before she returned to East Tennessee and Arrowmont. Her mother, a fourth-generation weaver, hand delivered *her* mother's loom to Frances when she was living in Georgia. "My mother had always woven but she'd never warped a loom so neither of us knew what to do with this heirloom of my grandmothers. I decided to attend a two-week class at Arrowmont to figure out how to use it. I was 40 years old and up until that time I'd always gone from craft to craft. I thought weaving would be another hobby, but it turned out to be something I'd never grow tired of and my profession."

When Frances returned to Arrowmont for the first time in 25 years, it felt reassuringly the same. "That is what's exciting about Arrowmont. There was always a creative energy at the Settlement School that was pushing or pulling it towards naturally evolving into what it is today. It's almost spiritual, but it's always been there."

Frances demonstrated her love and support of Arrowmont after the 2016 wildfires that destroyed three campus buildings. She lost her home and all of her possessions in those fires, including her grandmother's historic loom. Despite those deep losses, she was on campus as soon as Arrowmont re-opened helping the school reach out to other artists who had lost their homes and businesses. Today, Frances is looking to the future of Arrowmont and her art. "Weaving takes you in so many directions and I haven't explored them all. This is what continues to excite me."





THE ARROWMONT EXPERIENCE TRANSFORMS LIVES

The Arrowmont approach to classroom teaching unites people of different backgrounds, ages, and skill levels. The 18- and 83-year-old share a class in weaving and discover personal inspiration, mutual devotion and friendship. The professional potter and the clay hobbyist sit side by side and discover they have much to teach each other. Transformation happens when an individual steps out of their comfort zone and participates in the Arrowmont experience.

Arrowmont is a place where people seek to improve their skills and their understanding of materials and processes. Instructors, staff, and students share and learn from each other—to respect, communicate and care for each other in a creative community. The learning that takes place in this setting is active and profound. It allows one to know more about craft, more about others, more about one's self, and more about life's depth. We see it every day. Arrowmont transforms lives.



Arrowmont's 13-acre campus, a wooded oasis in the heart of Gatlinburg, Tennessee is a thriving arts and cultural center. Open to the public year-round the School offers exhibitions by local, national and international artists, lectures and presentations and studio tours. Arrowmont welcomes about 11,000 visitors and students each year and provides scholarships for those of limited financial means.



THE ARROWMONT EXPERIENCE IS AVAILABLE TO ALL

NATIONAL WORKSHOPS OVER 150 WORKSHOPS OFFERED ANNUALLY

The most distinctive of Arrowmont's programs, workshops are designed to provide immersive, creative opportunities for anyone who wants to learn new skills and be energized and inspired. Whether the student is a professional working artist or a beginner, the weekend, one-week and two-week sessions offer a concentrated experience of working in a professionally equipped studio with dedicated and talented instructors and other students. Students of varied experience levels, ages, and backgrounds work side-by-side, exchanging ideas and techniques. The power of focused time together results in new thinking and artistic growth for all. Instructors are national and international practicing studio artists and faculty at colleges and universities. Workshops are small, generally 10-12 students of varying experience and age but with a common goal of working hard, learning new skills and being creative.

COMMUNITY CLASSES SERVICE TO THE LOCAL ARTS AND CRAFTS COMMUNITY

Local residents can take advantage of Arrowmont's quality art instruction through community classes held in the winter months when the tourist economy is at its slowest. Arrowmont offers a range of options including evening, one day and several day workshops. The workshops, taught in Arrowmont studios by expert instructors are affordably priced. Workshops are offered in a range of media and subjects including business and marketing for artists. Members of the local community and contiguous counties receive a 50% tuition scholarship for national workshops.







GARRETT BARNETT TURNING WOOD INTO A LEGACY

Born and raised in the Smoky Mountains, Garrett Barnett lived an adventurous, accomplished, and purposeful life with an outdoorsman's *and* craftsman's zeal. His passion for tackling challenges drove him to paddle whitewater rivers, walk the Appalachian Trail and eventually receive certifications as Wilderness First Responder, Swift Water Rescue, and firefighter. All this before he reached the age of 25.

Arrowmont played a vital role in Garrett's evolution as an avid, achievement-oriented individual. When he met his first block of wood and a lathe as part of *ArtReach* in middle school, Garrett embraced the challenge and discovered a passion for wood and craft that led to an ongoing, long-term relationship with Arrowmont. He attended regular *Saturday Morning Young Adult Classes* in high school, *Adult Evening Community Classes* as a senior, and became a "peer mentor" assisting in the *Saturday Morning Children's* and *Young Adult Classes* throughout his years as a student at the University of Tennessee.

As Garrett progressed through each Arrowmont experience he grew as a craftsman. In high school he worked alongside students much older than him. He worked hard and excelled, amassing skills that exceeded his age. And he did so in such a way as to endear himself to those around him. When he accepted Arrowmont's invitation to become a "peer mentor" he enthusiastically shared his skills and excitement for woodturning by devoting his Saturdays in service to others. Garrett contributed several pieces of his artwork to Arrowmont. It was his energy, friendliness and generosity that were the constant gifts we value the most.

Garrett lost his life volunteering as a first responder. For those of us who knew his vitality, this was a reality hard to comprehend. As his obituary read, "he did not wait for life to happen, he chased it." For Arrowmont, Garrett's legacy is imbued in his personal traits—curiosity, joy, adventure and purpose. He represents all that we hope for as art educators. His experiences at Arrowmont enriched his life and came full circle as he used his skill and passion to inspire others. His impact on Arrowmont will continue to be felt and acknowledged through the establishment of the *Garrett Reece Barnett Community Scholarship* which will give local children and adults the opportunity to find creative expression.

ARTREACH EDUCATING THE NEXT GENERATION OF ARTISTS AND APPRECIATORS

ArtReach is one of Arrowmont's most visible and iconic programs. Over 25,000 Sevier County residents have participated in the 25-year-old program that provides a full day of art instruction to fourth through twelfth grade public school students. They work and learn in the same professionally equipped studios used by the national workshop program and are taught by the same expert instructors. Some of these youth have gone on to become members of the region's thriving arts and crafts community, others have become teachers, business people, and arts appreciators and supporters. Over the next three years, Arrowmont is expanding ArtReach into Appalachian counties in East Tennessee and five other states in the region. In addition to ArtReach, Arrowmont offers the Smoky Mountain School of Appalachian Arts and Culture and Saturday morning children's classes.

ARTISTS-IN-RESIDENCE OPPORTUNITY FOR EARLY CAREER ARTISTS

The Artists-in-Residence Program provides a supportive, stimulating work environment for early-career artists during year-long residencies. Each year, five artists working in different media are selected to receive monthly stipends, food, lodging, and private studios. Residents enjoy paid teaching experiences, interacting with visiting instructors, opportunities to host weekly Open Studio events to engage the art-making community in deeper dialogue, and sales and networking opportunities. Residents conclude their programs by exhibiting their work collectively in the Arrowmont main gallery and have opportunities to sell their work in the Artists Supply Store.





MATT MITROS ALL ROADS LEAD TO ARROWMONT

Matt Mitros is now an assistant professor of Ceramics at The University of Alabama and a practicing studio artist. He was a junior in college when he first set foot on the Arrowmont campus. As he recalls, “I was young and ready for enriching experiences, and got as much out of sharing meals or crossing paths with other artists as I did working in the pottery studio.”

At the age of 24, Matt was welcomed back as an Arrowmont Artist-in-Residence. He didn’t know it then but this second, deeper Arrowmont dive would shape his academic and artistic career thoroughly. “I look at my resume and all roads lead back to Arrowmont. Arrowmont took a chance on me at a very young age and it paid off. The Arrowmont brand has considerable cachet and this positioned me for success later on,” says Matt. In addition, he developed what he calls his studio practice as Artist-in-Residence, a sets of behaviors he still uses in the studio today. “I had two doors and windows of my own and full reign over this domain which led to an emerging creative agency. And I discovered collecting and noticing as part of my practice. The long walks through the dense woods surrounding Arrowmont or my rummages through the maintenance workers shack unearthed objects that inspired my work. I discovered then, that I’m a collector. The objects I collect sometimes appear in my work directly, other times they inform my approach.”

For Matt, Arrowmont is an emotional experience. When he brought his University of Alabama students to Arrowmont last year he could see his younger self in them—awed by the creative lineage of the place and at a loss for words even though their creative minds were firing in new ways. “On my most recent trip back to Arrowmont, my students were humbled and inspired by the boneyard in the ceramic studio. So much history lingers in the studios at Arrowmont and the boneyard is a display of all that remarkable talent. I never feel alone when I work in the Arrowmont pottery studio. It always feels like I have a supportive audience on those shelves overhead.”

As an academic, Matt believes one of the great values of Arrowmont is its complete openness to creative possibility. “There are no grades or measuring devices at Arrowmont which makes for a very liberating creative experience. This is so important for students to experience. They can step inside a studio, set aside their fears and performance anxiety and just MAKE.”



A scenic view of a forested mountain ridge under a cloudy sky. The foreground is dominated by a dense, dark green forest covering a steep slope. In the background, several layers of mountain ridges are visible, fading into a hazy blue distance. The sky is filled with large, white, fluffy clouds, with patches of blue visible between them. The overall tone is serene and natural.

"THE RICH HERITAGE OF ARROWMONT SCHOOL OF ARTS AND CRAFTS HAS LAID A FOUNDATION FOR THE DEVELOPMENT OF TOURISM IN GATLINBURG AND HAS BECOME A PART OF THE FABRIC OF OUR COMMUNITY. FROM THE FLEDGLING COTTAGE INDUSTRY OF A CENTURY AGO TO THE BURGEONING ARTS AND CRAFTS COMMUNITY TODAY, ARROWMONT HAS LED THE WAY IN THE DEVELOPMENT OF THE ARTS AND CRAFTS COMMUNITY."

VICKI SIMMS, FORMER EXECUTIVE DIRECTOR,
GATLINBURG CONVENTION AND VISITORS BUREAU





THE MOUNTAINS TEACH US

THAT UPHILL CLIMBS ARE INEVITABLE

Every transition, achievement and milestone in Arrowmont's history has been hard won. From its beginning as a Settlement School in 1912 to its recent encounter with raging wildfires, Arrowmont has endured challenges which have made it stronger. As arts and crafts educators, we delight in the difficult, we tackle the resistant. We take "unworkable" materials like clay, stone, wood and metal and then manipulate them until they are transformed. Satisfaction often arises from challenge. For Arrowmont, uphill climbs aren't just inevitable—they are part of the reward.

Moving mountains is a metaphor for the Appalachian spirit. Sometimes we move mountains from a desk or in the boardroom, other times at the kitchen table, or in the field. We are always striving to grow, expand, improve. As leaders in the community we are makers, doers and problem solvers—we strive to produce coherent solutions to problems and frame them to inspire and fuel ideas.



Tucked away on its wooded hillside, Arrowmont has carved out its special place in the mountains—our home. Our dedication to place led to purchasing this land in 2014, and it's leading us to conduct this campaign. We are stewards of this piece of land and we intend to maintain and preserve these resources—we also intend to build upon and improve them. We are ensuring the next 100 years of arts and crafts education.





ARROWMONT'S \$20,000,000 COMPREHENSIVE CAMPAIGN IS OUR NEXT MOUNTAIN TO MOVE — TO SUCCEED, WE NEED OTHER MOUNTAIN MOVERS — WE NEED YOU.





\$20,000,000 BY 2021—

AN UPHILL CLIMB TO FUND ARROWMONT'S FUTURE

Since purchasing the campus in 2014, we have done well. We must do more. Now is the time to act—to make sure that Arrowmont is here for generations to come. Arrowmont needs significant resources to achieve the following goals.

BROADEN OUR REACH

INCREASE PROGRAM ACCESSIBILITY AND DIVERSITY

MANAGE OUR HISTORIC PROPERTY AND ALL OF ITS TREASURED ASSETS

The *Moving Mountains Campaign* will provide Arrowmont with resources to sustain, expand, and further build its influence. The campaign includes capital for campus improvements, scholarships for teachers, students of all ages, and veterans, and funds to increase public programming and services. By expanding resources, Arrowmont will ensure the next 100 years of arts and crafts education and service to the community.

PROGRAM EXPANSION AND ENHANCEMENT

\$6,000,000

Arrowmont’s history of victory over adversity has shown us the importance of building and maintaining operating capital and reserves. This fund is more than a safety net—it is opportunity. Development of new programs, expanded services to under-served populations, and building organizational capacity are vital to Arrowmont’s future. This fund will underwrite many of these initiatives and allow us to take advantage of opportunities as they arise.

ENDOWMENT — SCHOLARSHIPS

\$8,000,000

Arrowmont values accessibility and diversity. We want the Arrowmont experience for every individual regardless of their ability to pay. Each year, we offer scholarships, work-study programs, and studio assistantships for those of limited financial means, but, at present, we are unable to meet the need. Strong scholarship endowments will provide additional stability to our scholarship program and ensure that we reach more teachers, students, artists, veterans, and community members with arts and crafts education.

SCHOLARSHIPS FOR TEACHERS	\$3,000,000
SCHOLARSHIPS FOR RETURNING SOLDIERS	\$2,000,000
SCHOLARSHIPS FOR CHILDREN’S EDUCATION	\$500,000
SCHOLARSHIPS FOR LOCAL ARTISTS AND COMMUNITY MEMBERS	\$500,000
UNIVERSITY OUTREACH	\$2,000,000

\$1,000,000 SUPPORT FOR ARTISTS

One of Arrowmont's strategic goals is to increase the career support we give to working artists. We offer services that include business, marketing, skills development workshops, and access to other forms of expertise. In addition, Arrowmont advocates for artists and craftspeople at the state and national level. Bolstering these successful programs will be invaluable to artists and the arts economy.

\$5,000,000 INFRASTRUCTURE STEWARDSHIP

Arrowmont is rooted in, and defined by, place. We are devoted to this campus—our piece of the mountain—it is fundamental to our identity, our success, and our future. The capital funds raised will be used to maintain and upgrade existing buildings (five are on the National Register of Historic Places), complete the new dormitory now underway, landscape the grounds and the new entrance, and complete the work in the new campus master plan. Campus upgrades include renovation of studios, housing, auditorium, and kitchen, expanding energy efficiency, and improving the quality of equipment in our studios.

TO SUCCEED, ARROWMONT NEEDS YOUR SUPPORT


In Appalachia, fierce individualism and radical neighborliness buddy up to one another in a unique way. These two qualities are fundamental to the resilience and resourcefulness it takes to live in the mountains. When the recent fires roared through the Smokies our community came together out of necessity and obligation without a second thought. Neighbors who lost everything were pitching in as well, each person's loss weighed no more or less than another's. The extended Arrowmont family is as big and wide as the mountain upon which it sits.







Our craft community now ranges from Gatlinburg and East Tennessee outward to both coasts. And these neighbors, whether close or far, are vital to the institution we are and will become. Our community has been integral to our success— helping Arrowmont grow into a nationally renowned institution—and it will continue to be an integral partnership in the future. We all want the Arrowmont experience for our children and grandchildren. And we want to keep arts and crafts thriving in this digital age. Together with our giving community, we can make that happen.



**“ARROWMONT IS A PLACE FOR PEOPLE WHO SEEK MEANINGFUL AND
ENERGIZING ART EXPERIENCES. IT IS A PLACE FOR PEOPLE OF ALL ABILITY
LEVELS, AGES AND BACKGROUNDS. IT IS A PLACE WHERE IDEAS AND SKILLS,
SEEING AND CREATING COME TOGETHER IN AMAZING WAYS.”**

BILL MAY, ARROWMONT EXECUTIVE DIRECTOR

